WFLO

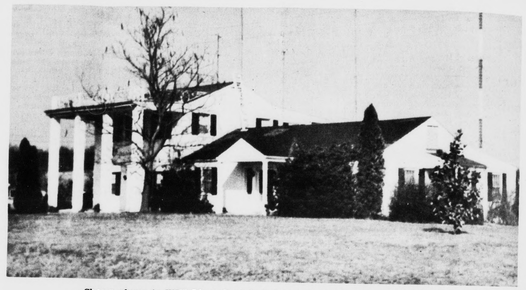
1947 1972

Our 25th Anniversary Year...

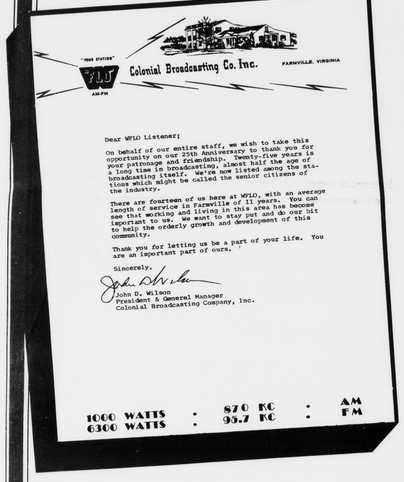
WFLO signed on the air in mid-August 1947 with 1,000 watts power at 870 kilocycles, with studios on West 3rd Street in Farmville, under the private ownership and management of Mrs. Carla B. Keys, the founder of the station.

In 1956, WFLO moved into its new colonial studio building on the Cumberland Road, combining studios, offices, and transmitter location. The station added FM in 1961 on the frequency of 95.7 mc with an effective radiated power of 6,300 watts.

Today WFLO AM & FM are operated by a corporation of five employees to whom Mrs. Keys left the station in her will. The corporation is known as "Colonial Broadcasting Co., Inc.," and received the FCC broadcast license in October 1971.



Shown above is WFLO's colonial studios located on Cumberland Road (Route 45) just north of Farmville.



Dear WFLO Listener;

On behalf of our entire staff, we wish to take this opportunity on our 25th Anniversary to thank you for your patronage and friendship. Twenty-five years is a long time in broadcasting, almost half the age of broadcasting itself. We're now listed among the stations which might be called the senior citizens of the industry.

There are fourteen of us here at WFLO, with an average length of service in Farmville of 11 years. You can see that working and living in this area has become important to us. We want to stay put and do our bit to help the orderly growth and development of this community.

Thank you for letting us be a part of your life. You are an important part of ours.

Sincerely,

John D. Wilson
President & General Manager
Colonial Broadcasting Company, Inc.

1000 WATTS : 870 KC : AM
6300 WATTS : 95.7 KC : FM

Mobile studio, above, is used primarily for remote broadcasts and sports coverage throughout Southside Virginia.

Along with the mobile studio, WFLO is equipped with a modern mobile unit, especially designed for on-the-spot news coverage and local events of interest to their listeners.

O. C. COVINGTON
Chief Engineer, 25 Yrs.

JOHN D. WILSON
General Manager, 22 Yrs.

AL SMITH
Prog. & Sports Dir., 19 Yrs.

HENRY FULCHER
Country Music Annor., 14 Yrs.

ANN M. McGAHEY
Copywriter, 16 Yrs.

T. J. FULCHER
Sales Dir., 13 Yrs.

GENE EIKE
Announcer, Ass't. Prog. Dir.
12 Yrs.

JOSEPHINE NEWCOMB
Bookkeeper, 7 Yrs.

LARRY LeSUEUR
Annor., Music Lib., 7 Yrs.

LUCILLE CAMPBELL
Traffic, 3 Yrs.

JAMES WILLIAMS
Maintenance Sup., 3 Yrs.

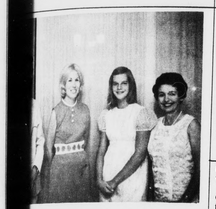
FRANCIS WOOD
Student Annor., 2 Yrs.

DAVID LAYNE
Student Annor., Prod. Ass't
2 Yrs.

JUDY JOHNSON
Bookkeeping Ass't, 1 Yr.

...rates 25th Anniversary

...Mrs. David L. Martin were honored Wed...ning, August 23, 1972, when their daughter, ...rrie, was hostess to a dinner party at the ...e in Lynchburg in celebration of their twenty-... anniversary.
...ched friends and relatives of Mr. and Mrs.



...mni Has Dinner Meeting

...Bristol, on the left, Director of College Rela...Longwood College, Farmville, was guest speaker ...ner meeting of the Appomattox Chapter of Long...held last Thursday evening at the Parkway Restau... host to Mr. Bristol, from left to right, is Mrs. ... Coleman, President of the local Chapter; Mary ...McCaw, a rising junior at Appomattox County ...ol who plans to enter Longwood after graduation, ... Elizabeth Jones, Alumni Director of Longwood

...olyn Coleman in attending the College and ...e Appomattox guests at their dinner meeting ...Longwood Alumni, on Thursday evening, August ...mbers, Longwood 24th.
...gh school Dr. Henry I. Willett President ...niors interested of the College, was scheduled

Parties Honor Miss Garrette

Mr. and Mrs. Edward F. Abbott of Harrisonburg entertained with a party of attractive appointment on Saturday, August 26 when they invited guests to a Hawaiian Luau and party honoring Miss Carsonette Garrette and her fiance, Robert Maphis of Harrisonburg, Va.

The marriage of Miss Garrette to Mr. Maphis will take place at 7 o'clock on the evening of September 2 in Memorial United Methodist Church in Appomattox. Many parties are being given for Miss Garrette, and Mr. Maphis is sharing the honors at late afternoon and evening events.

Mr. G. Hunter Jones Jr. of Sherwill entertained with a coffee for Miss Garrette and a group of her friends and relatives on Wednesday, August 23. A gift of silver was presented to the honoree by the hostess.

On Sunday afternoon Mr. and Mrs. James F. MacKenzie of MaGar Farm Rt. 3 Lynchburg and their daughter, Miss Virginia Sue MacKenzie, attendant in the wedding entertained with a reception at their home honoring Miss Garrette and Mr. Maphis. The bride elect is a niece of Mr. and Mrs. MacKenzie.

Guests present included Mr. and Mrs. Lyle N. Garrette, parents of Miss Garrette, Mr. and Mrs. Charles O. Maphis, Jr. of Harrisonburg, parents of Mr. Maphis and his brother, Scott Maphis and a group of

to be the guest speaker but was unable to attend.

George Bristol, Director of College Relations, spoke briefly to the group stating that primarily Longwood is concerned about the students, the sutdents are "close to the action" at Longwood and stressed the friendly atmosphere there. Bristol reported that over 90% of the students graduating in the past class have received jobs. High school students were invited to visit the college at any time and see what they have to offer students.

Mrs. Coleman, President of the Appomattox Alumni, is also on the House Committee at Longwood College. This is only the second year for the chapter in Appomattox. There are twenty active members and "We are Coleman.

MRS. DENNIS E. DOSS
the former Miss Wanda Lee Ferguson

Ceremony Unites Couple

The marriage of Miss Wanda Lee Ferguson to Dennis Edwin Doss took place Saturday evening at 8 o'clock in New Hope Baptist Church in Appomattox.

The bride is the daughter of Mr. and Mrs. Harry T. Ferguson, Jr. and the bridegroom is the son of Mr. and Mrs. Harry A. Doss , all of Appomattox.

The Rev. Deryl B. Holliday, pastor of the church, officiated at the double ring ceremony.

The bride was escorted and given in marriage by her father.

Miss Beverley Lon Davidson of Appomattox was maid of honor and attendants were Mrs. Ronnie Cyrus and Miss Denise Carter, both of Lynchburg, Miss Sue Moore of Stonewall and Mrs. Robert Williams

friends. Out-of-town guests present included Mrs. Charles Garrette, great aunt of the bride elect and Mr. and Mrs. Bishop B. Bullock of Blacksburg, Mr. and Mrs. Nelson Hix of Prospect, and Mr. and Mrs. John

of Appomattox.

Mr. Doss was his son's best man and ushers were Glenn Doss and Timothy Doss, both of Appomattox and brothers of the bridegroom. Larry Ferguson of Appomattox, brother of the bride, Eddie Covington of Pamplin and David Booker of Brookneal.

Following the ceremony the bride's parents were hosts for a reception entertaining in the church social hall.

The bride is a graduate of Appomattox High School and attended Central Virginia Community College. The bridegroom is a graduate of Appomattox High School.

Followinga southern wedding trip the couple will live in Appomattox.

T. Moore and their daughter Nancy, Ashland, Va.

Assisting the hosts were Miss Jane Garrette, sister of the bride-elect, Miss Elizabeth Gillam, Miss Lynn Carson, both

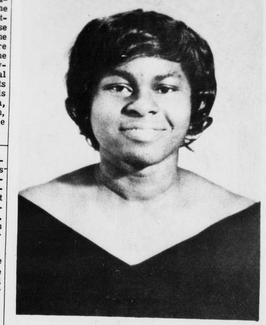
MOTORCYCLES – A survey by the Franklin Institute Research Laboratories of Philadelphia indicates that daytime motorcycle crashes can be materially reduced through the use of headlights and taillights. The headlights appears to be more effective than the taillight. The survey reported most motorcycles to have adequate electrical systems and increase of costs due to daylight use of lights is negligible. Four states, Indiana, Montana, Oregon and Wisconsin, now have daylight motorcycle headlight laws.

of Concord, Mrs. B. B. Bullock, Blacksburg, and Miss Nancy Moore Ashland, the latter two cousins of the bride-elect and Mrs. Charles Elliot Jr. of Winfall. A gift of silver was presented to the bride.

The house was decorated with magnolia and other summer flowers.

Recently Mr. and Mrs. Dale Wegner of Harrisonburg were hosts for a party and bridal shower entertaining the popular couple.

Mrs. Charles R. Thompson and Mrs. Wade Steels of Concord, Mrs. Everett Evans of Sherwill, Mrs. Wilson Womack and Mrs. Grantford Anderson, both of Lynchburg, all aunts of the bride-elect, and Mrs. Barry Sauls of Appomattox, cousin of Miss Garrette recently entertained with a shower and party for her in the Fellowship Hall of Calvary Baptist Church in Concord. Their guests were a group of friends and relatives.



Announce Engagement

Mr. and Mrs. Frances G. Austin of Route 2 Concord, Virginia, announce the engagement of their daughter Sandra, to Mr. Ralph Johnson, Jr. of Route 1, Pamplin Virginia.
A fall wedding is planned.

FARM SAFETY IS VICTORY OVER ACCIDENTS

HOLIDAY NOTICE
MONDAY, SEPTEMBER 4th
- LABOR DAY
WILL BE OBSERVED AS A HOLIDAY. THERE WILL BE NO GARBAGE PICK UP MONDAY. INSTEAD THE SANITARY TRUCK WILL RUN TUESDAY, SEPTEMBER 5th
TOWN OF APPOMATTOX

ELLIOTT FLORIST
Flowers And Gifts for All Occasions
PHONE 352 -2471

Sylvania Color TV here's why:

CHROMATRIX™ PICTURE TUBE
* Bright, sharp, natural colors . . . Sylvania Chromatrix. This new color picture tube combines brightness with contrast for the sharpest Sylvania color picture ever
* Brilliant rare earth phosphors are surrounded with a black matrix . . . more black than ever before. You get incredible contrast and sharpness with Sylvania Chromatrix
* Now every phosphor dot is fully illuminated to give you remarkable brightness and focus at the same time. Many other picture tubes have to work hard to give high brightness. Loss of focus is often the result. But Chromatrix gives you both - exceptional brightness and razor-sharp focus
* Featured on most Sylvania 25" diagonal color television sets

PLUG-IN TRANSISTORS
* While transistors are exceptionally reliable, failures can occur. Sylvania plug-in transistors can be replaced right in your home . . . no wiring, no soldering
* Sylvania plug-in transistors assure quick, convenient service . . . the modern approach to low cost service
* Featured on all Sylvania color receivers

PERMA-LOCK™
* Sylvania Perma-Lock . . . the anti-goof color system. It's a color tuning system that never forgets. Just press one button and the Perma-Lock memory system delivers great pre-set color.
* "Locks-in" color
* "Locks-in" tint
* "Locks-in" brightness
* Automatically adjusts flesh tones
* Glowing red light is the "anti-goof" monitor
* Featured on many Sylvania color television sets

SYLVANIA CONSOLE COLOR TV
* Early American Cabinet of Maple veneers, hardwood solids and decorative non-wood material
* Giant 25 inch diagonal picture
* Cromatric TM picture tube combines brightness with contrast for the sharpest Sylvania color picture ever
* Gibraltar 90 TM chassis for solid-state performance and reliability
* AFC push button locks in fine tuning - a perfect picture even when you change channels

* Perma-Lock TM - the anti-good color tuning system that never forgets
* Cabinet Color TM provides perfect color picture in seconds - no warm-up time required.
* Remote tuning control optional extra

$599.95

SYLVANIA PORTABLE COLOR TV
* Cabinet of Walnut Roller Grain Finish on metal
* Big 18 inch diagonal picture
* Color Bright 85 picture tube for a sharp, natural color picture
* Gibraltar 90 TM chassis for solid-state performance and reliability
* Stands available as optional extra

$299.95

SYLVANIAN PORTABLE COLOR TV
* Cabinet of Walnut Grain finish on high-impact plastic with Black and Chrome accents.
* Big 19 inch diagonal picture
* Color Bright 100 TM picture tube for a sharp bright color picture
* Gibraltar 95 TM chassis for solid-state performance and reliability
* AFC push button locks in fine tuning-a perfect picture even when you change channels

* Perma-Lock TM - the anti-goof color tuning system that never forgets
* Roll -about stand optional extra

$399.95

OPEN FRIDAY NIGHTS 'TIL 7
Daily 8:30 A. M. - 4:30 P. M.
Saturdays 9 A. M. - 12 noon

JIM'S TV SERVICE
352-7065
ACROSS THE ROAD (131) FROM TRIANGLE PLAZA SHOPPING CENTER
APPOMATTOX, VIRGINIA